



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

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"LET THE SAVINGS BEGIN!"

Brooks Launches Monroe County Prescription Discount Plan

Fulfilling a pledge to local seniors, to help them save money when purchasing often costly prescription drugs, **County Executive Maggie Brooks** today launched the **Monroe County Prescription Discount Plan**.

"Wherever I go, seniors throughout Monroe County share their frustrations about prescription drug prices spiraling out of control – and how their ability to pay for them has become more of a burden than ever," said Brooks. "Today, I am pleased to announce – help is here! The Monroe County Prescription Discount Plan, which I have created, will help local seniors lead healthy life-styles – and hold on to more of their hard earned money in the process."

At Brooks' direction, Monroe County will immediately begin to accept applications for **Monroe County – RxChoice Cards**. Enrollment is FREE to all Monroe County seniors regardless of income. By using the AARP definition of a senior, age 50 or older, Brooks noted that Monroe County is making this program available to an expansive segment of residents.

Monroe County - RxChoice Cards will be accepted by most major retail pharmacies – including Wegmans, Tops, CVS, Eckerd, Kmart, Rite Aid, Medicine Shoppe, Target and Wal-Mart.

Enrollment forms may be obtained by calling a 24-hour phone line that has been dedicated for the Prescription Discount Plan at (585) 274-6285. Enrollment forms and additional information on the program can also be accessed from the Monroe County Web Site at www.monroecounty.gov. Brooks said that enrollment forms would also be made available to local pharmacies, government offices, senior centers and senior communities for distribution.

"To offer this exciting new program to all seniors in our community, Monroe County has partnered with a national prescription drug discount card provider – The RxChoice Drugstore Savings Club," said Brooks. "Let the savings begin! Currently 2 million members strong, RxChoice can save Monroe County Seniors an average of 15% on brand name drugs and 44% on generics."

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Through its partnership with Monroe County, RxChoice will provide their service FREE to all seniors enrolled by the County – benefiting both seniors and taxpayers. Brooks anticipates that the only costs associated with offering this program will be minimal expenses for printing and postage.

“While my plan will be of greatest benefit to seniors who do not currently have any prescription drug coverage, as I believe it should, it has the potential to benefit all seniors in Monroe County,” said Brooks. “A senior who has prescription drug coverage from another source, or purchases one of the new Medicare Drug Discount Cards, may still find some drugs are cheaper to purchase by using their Monroe County – RxChoice Card, instead. The bottom line is, with our card in their wallet, every Monroe County Senior will now have a better opportunity, than ever before, to save when buying prescription drugs.”

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